

Amendments to the Specification:

Please replace the first full paragraph on page 8 to page 9 as follows:

FIG. 1 is a conceptual drawing of a preferred embodiment of the present invention. This drawing represents an information exchange system in which two terminal devices for information exchange (hereinafter referred to as terminals), terminal A 101 and terminal B 102, primarily connect to an information exchange server (hereinafter referred to as a server) 103 via a computer network (hereinafter referred to as a network) 104, wherein chat sessions between the terminals take place for exchanging information including text. Specifically, content of interest rendered by media 105 which will be explained later is input to terminal A 101 and terminal B 102 and, via the server 103, the terminals exchange information such as information to identify the content 108, 112, target area selected 109, 113, their terminal identifiers 110, 114, and messages 111, 115 including text. The server 103 comprises a content of interest matching apparatus 106, a database for information exchange 107, and a keyword extraction unit 116. The server 103 stores information received from each terminal into the database for information exchange 107 and makes up a client group of terminals by using the content of interest (keyword) matching apparatus 106 so that the terminals can communicate with each other. Methods of grouping terminals will be explained later. The server 103 analyzes messages received from each terminal by using the keyword extraction unit 116 and extracts keyword information, context information, and link information which will be explained later and stores the extracted information specifics into the database for information exchange 107.